

MEDIA STUDIES

**“Whoever controls the media,
controls the culture”** Allen Ginsberg

Current Teaching Staff:

Mrs H Baker-Thornton – Head of Department
Miss S Cross, Ms T Banks

Examination board and syllabus: AQA 7572

Entrance requirement: Grade 5 or above in
GCSE English Language and GCSE English
Literature

The Media Studies Key Concepts: Media Language | Representation | Audience | Industry

A Level outline

In year 1, the contemporary media landscape and its changing contexts will be studied in terms of products, platforms and technologies. The coursework will require students to independently create a media artefact (moving image, digital/web-based or print) in response to a brief set by AQA. They will accompany this with a written Statement of Intent which includes: their interpretation of the brief; the research they have done; how that research has informed their ideas; and the strength of the ideas they have developed.

In year 2, students are encouraged to examine the media in a less formulaic way and demonstrate, develop and formulate their understanding of the media and its influential role in today's society, as well as debating major contemporary media issues. The coursework requires students to fully realise an individual and independent cross-media production plus a written Statement of Intent.

The Media Studies Department is located in the Sixth Form block in purpose-built accommodation. Media students have access to digital cameras, a new computer suite and digital editing software in order to complete their moving image coursework. There is also an excellent and wide-ranging bank of films, books and other academic resources within the Department in order to support student study. Group sizes vary between 15-20 students with a range of teaching and learning styles including group, pair and individual study. Students can expect to develop their research and presentation skills; analysis and essay writing skills; and ICT desktop publishing, camera and digital editing skills once induction training has been completed. The educational ethos at both AS and A Level is to encourage and provide opportunities for Media students to develop their critical autonomy and independent learning skills within an academic context.

The course is a challenging and interesting one, marrying the traditional academic skills of textual analysis with the creative abilities of expressing ideas in different media. Students will be expected to deconstruct a wide variety of texts including television, advertising, video games, magazines, newspapers across the different media platforms of moving image, e-media and print. In addition, there will be plenty of opportunities to practise producing media texts of their own in order to demonstrate and apply their knowledge and understanding of the media industries referenced in the course. The role and impact of new digital media technologies, the Virtual Revolution and the history of the internet will also be focused upon.

All students can expect one to one support from their subject tutor at key points during the course: - a minimum of 3 mentoring sessions to track progress and set/review targets in line with predicted grades - a minimum of 3 coursework interviews to guide and monitor progress of work prior to May submission date. All students can expect regular revision classes and Immersion Days in order to prepare thoroughly for external examinations.

Written Exams: Media 1, 2 hours (35%), Media 2, 2 hours (35%)

NEA: (30%)

All students can approach subject tutors for additional help, advice and guidance as they judge necessary.

Students will need to:	Compulsory	Optional
Attend extra sessions before Examinations	X	
Read widely around the subject	X	
Make extensive notes	X	
Carry out detailed revision for regular tests beyond public examinations	X	
Be willing to lead class discussions	X	

CAREERS

A Media Studies A-level is not a passport to a job in the media, although there are obvious links to careers in advertising, marketing, public relations, events management, journalism and film/television production. All careers demand high level presentation and ICT skills and, therefore, the subject can lead to careers in retail and human resources management, accountancy, law and teaching.